



American Road
& Transportation
Builders Association

An aerial photograph of the George Washington Bridge at sunset. The bridge's massive steel towers and suspension cables are illuminated with warm lights, creating a starburst effect. The sky is a mix of orange, yellow, and blue, with the sun low on the horizon. The water of the Hudson River is visible below the bridge, and the city lights of New York City are visible in the distance. The overall scene is dramatic and captures the iconic structure in a beautiful light.

Media Kit 2021

“Our members are your customers”



The Transportation Design & Construction Center of Influence

The American Road & Transportation Builders Association (ARTBA) brings together all facets of the transportation construction industry to responsibly advocate for infrastructure investment and policy that meet the nation’s need for safe and efficient travel. ARTBA also offers value-added programs and services providing its members with a competitive edge.

ARTBA’s more than 8,000 public and private sector members regularly engage with the organization through print and digital communications platforms, including webinars and social media. Our audience also includes members of Congress and their staffs, the Executive branch, and state and local transportation agencies. We look forward to working with you to develop an advertising plan that meets your needs and fits your budget.

Our Vision: A dynamic transportation network that enriches American life.

“Written by thought leaders reflecting ARTBA’s diverse membership, the “Smart Design & Construction” publication highlights how our industry is deploying cutting-edge technologies and equipment in the planning and construction of the world’s safest and most sophisticated transportation network. The beneficiary of this work is the American public, whose tax dollars help finance transportation improvements.”

**—Steve McGough
2021 ARTBA Chairman
President & CFO, HCSS**

Transportation Builder Editorial Team



Dave Bauer
President & CEO



Mark Holan
Editorial Director



Carrie Halpern
Graphic Designer



Dave Weidner
Advertising Sales

artba.org

Why Advertise with ARTBA?

REACH TOP DECISION MAKERS: More than 60 percent of publication subscribers are company CEOs, presidents and other top executives.

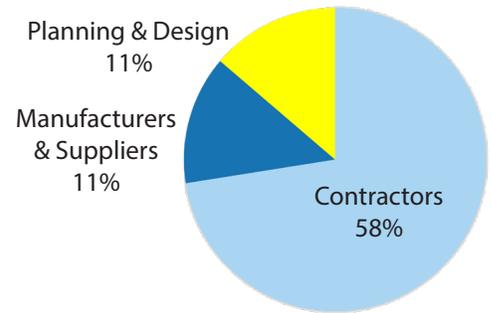
CONNECT TO OTHER INFLUENCERS: ARTBA subscribers also include federal and state elected officials and public agency professionals.

ENGAGE A VITAL ECONOMIC SECTOR: The U.S. transportation construction industry generates more than \$500 billion in total annual economic activity, or 1.6 percent of the nation's GDP.

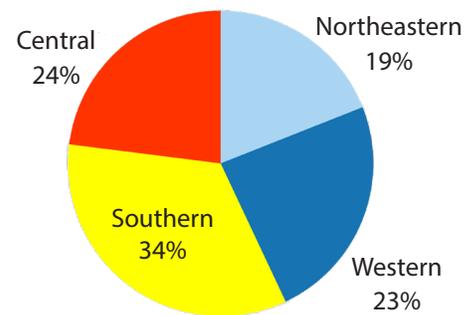
FIND NEW MARKET OPPORTUNITIES: Transportation construction contractors spend nearly \$7 billion annually on equipment purchases, leases, rentals, and other capital investments.

BENEFIT FROM OUR COMPETITIVE RATES: With its high-caliber subscribers and audience, ARTBA's print and digital platforms provide excellent value for your advertising dollars.

These ARTBA divisions represent major components of the membership:



Membership by Geographic Region



ARTBA PUBLICATION READERS

• Transportation contractors • Consulting engineers • Subcontractors • Federal, state & local transportation officials • Asphalt, concrete, cement and aggregate producers • Construction safety professionals • Environmental professionals • Equipment manufacturers • Traffic safety manufacturers and suppliers • Researchers and educators • Elected officials • Media

Join these regular ARTBA print and digital advertisers in reaching your customers:

- 3M
- Advanced Construction Robotics
- B2W Software Inc.
- Caterpillar
- CNH - CASE Construction Equipment
- Fleetcor
- Gen-Y Hitch
- GOMACO Corp.
- Gregory Industries Inc
- HaulHub Technologies
- HCSS Construction Software

- Heritage Construction & Materials
- Hill & Smith Inc.
- Impact Absorption
- JAMAR Technologies Inc.
- John Deere Construction and Forestry Company
- The Lane Construction Corporation
- Laura Metaal Inc.
- MAX USA CORP.

- Pieresearch
- Pile Dynamics Inc.
- PSS
- STV Inc.
- Superior Transparent Noise Barriers LLC
- Transpo Industries Inc.
- Trinity Highway Products
- Ver-Mac
- Weiler Products
- Wirtgen America Inc.

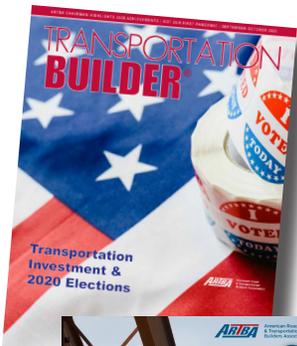
Advertising Platforms

Washington Newline

With more than 10,000 subscribers, our digital newsletter is ARTBA's most widely read and timeliest communication. Your ad is emailed directly to our subscribers' inboxes.

Ask about:

- Native/text ads
- Case study advertorials
- Videos
- Custom packages with other digital & print publications



Transportation Builder

Published six times per year, our flagship magazine provides a mix of feature stories and regular columns, including from the association CEO and annual chairman. Subscribers include ARTBA members and it is sent to Congress. It is also available at transportationbuilder.org.

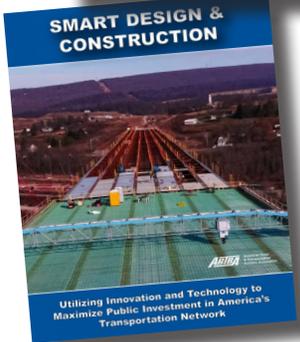
Leadership Directory & Digital Buyers' Guide

This "who's who" directory of transportation design and construction industry leaders is used throughout the year. It is published as part of the November/December issue of the magazine, which features the new chairman on the cover. Our Digital Buyers' Guide listings allow companies to provide detailed information about their products and services more than 40 categories. And because it is searchable, key words in your product or service description also will return your listing.



Smart Design & Construction

In 2020, ARTBA introduced this 28-page pull-out insert devoted to exploring innovation and technology. Nearly two dozen firms or public agencies contributed stories or advertising, both traditional display and 300-word "advertorial" content with company logo and key contact information.



ARTBA will publish this again in the July/August 2021 issue. The deadline for stories and advertising is July 1, 2021. Editorial content will also be published on ARTBA's Washington Newline website after the print publication is mailed to subscribers.

CONNECT
WITH US ON
SOCIAL MEDIA



@artba



/ARTBAAssociation



/company/artba



@artbassociation

Contact

For more information on advertising sales, contact Dave Weidner at 202.683.1026, or adsales@artba.org.

TRANSPORTATION BUILDER® 2021 Editorial Calendar*

JANUARY/FEBRUARY

- A Look at the New Congress & Next Administration
- Prospects for an Infrastructure Investment Package

Ad deadline: Jan. 15

Publishes in February

JULY/AUGUST

- Smart Design & Construction Insert
- ARTBA National Convention Preview

Ad deadline: July 1

Publishes in August

MARCH/APRIL

- Bridge Conditions Report

Ad deadline: March 1

Publishes in April

SEPTEMBER/OCTOBER

- National Convention & Regional Meetings
- Bonus Distribution: ARTBA National Convention

Ad deadline: Sept. 1

Publishes in October

MAY/JUNE

- Transportation Safety Source

Ad deadline: May 1

Publishes in June

NOVEMBER/DECEMBER

- New Chairman & Leadership Directory
- 2022 Transportation Construction Forecast

Ad deadline: Nov. 1

Publishes at year end

Regular Features

- Columns from the President, Chairman & Foundation Chairman
- Legislative & Regulatory Updates
- Economic Reports
- Member News
- ARTBA Events
- Project Profiles
- Q&A Features

To propose stories about the U.S. transportation design & construction industry, contact Editorial Director Mark Holan: mholan@artba.org.

A few guidelines:

- 500 to 1,000 words, aimed at an industry audience. No technical papers.
- Include high-res photos and/or graphics.
- No marketing content unless packaged with paid advertising.
- ARTBA member submissions have preference over non-members.
- Content can also be used on ARTBA digital platforms.

*subject to change

Applications & Graphics

- **Adobe PDF** is the preferred format. EPS and JPEG files are acceptable.
- All images and PDFs must be high resolution (300 dpi) and should be provided at final size.
- PDF files should be created with crop and bleed marks.
- Convert all RGB graphics to CMYK for printability and fonts must be embedded.
- Send PC-formatted electronic files of less than 10MB.

Ad submission and contacts:

If you have technical questions or need further assistance regarding ad specifications, please contact Carrie Halpern at chalpern@artba.org or Mark Holan at mholan@artba.org.

For advertising sales, please contact Dave Weidner at 202.683.1026, or adsales@artba.org.

PLEASE EMAIL FINAL ADS TO BOTH CARRIE & DAVE

"ARTBA reserves the right, at its discretion and without liability of any nature whatsoever, to reject, cancel or suspend any advertising in whole or in part, in which case any fees paid in advance shall be refunded to the advertiser on a pro-rata basis."

Advertising Rates

WASHINGTON NEWSLINE ADS

Hyperlinked banner: (775 px x 75 px) underneath the “Top News” story: \$450 per issue. Includes skyscraper on Top News linked story web page.

Secondary banner: (hyperlinked, 775 px x 75 px) anywhere else in the email: \$250 per issue. Does not include web page skyscraper.

Native/text ads: (775 px x 400 px) Can include hyperlinked text, logo, or other images: \$575 per issue.

Sponsored content campaigns: Can include a multi-part article series in Newsline + ARTBA website, labeled as “Sponsored content” or “Advertising” and approved by ARTBA. Content created and provided by advertiser.

Example program:

- Six month run-time housed on an ARTBA website
- Your content (approved by ARTBA) can rotate once per month
- Promoted via Newsline text ad (once per month)
- Promoted via social media channels (Twitter, Facebook, LinkedIn)
- Archived and searchable

DIGITAL BUYERS’ GUIDE

Includes company name, color logo, physical and web addresses, phone & fax numbers, contact name and email, plus standardized service or product tags (**Safety Products, Construction Equipment, General Contractors, Signing, Etc.**) and a 50-word company description. Also appears as print section in annual Leadership Directory. \$650 per category.

TRANSPORTATION BUILDER

- Full page, \$6,700
- Half Page (Horizontal or vertical), \$5,500
- Third Page (H or V), \$4,600
- Add \$900 for placement within the Leadership Directory.
- Add \$670 for inside front cover, inside back cover, or back cover.
- ARTBA member, agency allowance, and quantity discounts available.



Inquire about details, guidelines, and program rates for a full Sponsored Content Campaign: Dave Weidner at 202.683.1026, or adsales@artba.org.

AD SPECIFICATIONS

SPREAD

TRIM: 16 3/4" x 10 7/8"
BLEED: 17" x 11 1/8"

FULL PAGE

TRIM: 8 3/8" x 10 7/8"
BLEED: 8 5/8" x 11 1/8"

HALF PAGE

HORIZONTAL: 8" x 5"
VERTICAL: 4" x 10"

THIRD PAGE

HORIZONTAL: 8" x 3 3/8"
VERTICAL: 2 5/8" x 10"